

**Common Design For Web Pages Through Employment Of Master
Specifications**

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ABSTRACT OF THE DISCLOSURE

A master specification is provided to specify a common design for a number of resultant web pages to be generated. The common design includes common content placement, and at least one of a common style and a common navigation arrangement. The content of a first resultant web page is defined employing a first subordinate web page specification, including reference to the master specification for content placement, and at least one of style and navigation. The content of a second resultant web page is similarly defined. In turn, the first and second resultant web pages are generated with first and second contents being placed, styled and/or having the common navigation arrangement in accordance with the master specification.